

Component 3: Conduct Information and Education Activities

A. Develop information and education materials designed to achieve the following objectives:

- Educate landowners about Wisconsin's agricultural performance standards and prohibitions, applicable conservation practices, and cost share grant opportunities;
- Promote implementation of conservation practices necessary to meet performance standards and prohibitions;
- Inform landowners about procedures and agency roles to be used statewide and locally for ensuring compliance with the performance standards and prohibitions; and
- Establish expectations for compliance and consequences for non-compliance.

Note: The DNR and DATCP have agreed that they will take the "lead" role in developing I&E materials for statewide use, and will look to the counties to take the lead role in providing that information to landowners.

Question 3: Will your County develop I&E materials to supplement those developed by the state?

10 Yes	9 No	21 Some But Not All	21 Unsure
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County	If SOME, please describe which materials you would develop.
Ashland, Bayfield, Douglas, Iron	This should be supported by DNR and DATCP
Calumet	PowerPoint, news releases, and supplemental fact sheets on standards, prohibitions, and local implementation. Strategies.
Chippewa	(Answered "Yes") Fact Sheets explaining <u>HOW</u> the standards will be implemented (who will be required to do what and when). Role of County and agencies.
Clark	Newsletters, press release, regional meetings.
Columbia	Depends on addition of support dollars available to us.
Crawford	Those that show the unique strategies and implementation methods of the county.
Dane	Not sure what all documents are being available from the state.
Dodge	We need to "localize" some of the state prepared materials to make it more applicable to county landowners and county situation.
Dunn	If state provides fundamental educational materials, we will tailor them to county and make our own copies.
Green	We do a weekly radio program and submit articles for the FSA newsletter.
Green Lake	We would probably provide materials that are more site specific to a landowners situation.
Kewaunee	We'd run some "localized" periodic articles within our monthly county-wide newsletter. However, we'd rely heavily on the I&E materials developed by DNR/DATCP.
Oconto	Informational Meetings and agendas with info referring to implementation and consequence of non-compliance. Partners can supply handouts and general info.
Outagamie	It depends on what the State develops and what role the County will play. It will take cooperation from other local partners but we feel that we can offer more detailed and personal I&E materials that can help bring about voluntary compliance. We have a better understanding of our local issues and resource concerns so we may be able to address them better.

Richland	We just have to see what's needed
Sauk	Animal waste ordinance compliance details and others that neither DNR or DATCP may provide.
Taylor	(Answered Yes) We are pleased to hear that DNR and DATCP will take the lead role in developing I&E materials for statewide use. Information and education are a part of everything we do. As long as implementation of NR-151 is a priority in our LWRMP revision process, we will do whatever is necessary to inform and educate the public and landowners on just what is expected.
Trempealeau	(Answered Yes) We will develop the materials necessary. If we feel that the materials provided by the state agencies are adequate, we shall use and distribute them. If we feel that the materials are inadequate we shall design our own materials.
Vernon	(Answered Yes) We have already sent information to the newspaper, done two public information meetings, and are sending out a newsletter this week to 4300 landowner/operators
Walworth	Fact sheets, newsletters, press releases, web site, presentations, door-to-door
Washburn	Materials specific to how program will be handled in county
Washington	Those that specify specific local strategies and means by which standards will be achieved. We may develop other materials depending on what the state does or does not produce.
Wood	Newsletters, brochures

County	If "No", "Unsure", or "Some but not all", please describe why.
Adams	Budget constraints
Brown	Brown County will implement state standards that are consistent with existing County Ordinances: Animal Waste Management, Agriculture Shore land Management, Floodplains and Shore lands ordinance provisions related to Buffer Strips. All other work needed to conform to state standards will be conditional upon receiving staff funding from State of Wisconsin unless it is located in an active Priority Watershed Project(with staffing and cost share provided by state) and is an eligible practice
Buffalo	The LCD will probably create a brochure to explain the new rules and how County will be implementing them. The LCD probably will not send out information as we receive it provided by the state. The LCD will want to prepare information specific to county's implementation process, but they will use information provided by the state.
Burnett	We don't know what you (the state) are going to develop--it may be appropriate for us or it may not be--have to wait and see what you come up with.
Calumet	Limited staff resources and funds for developing materials may not allow us to develop all of the supplemental materials we will need. The quantity of materials that will need to be developed depends on the quality and timeliness of the materials developed by DNR and DATCP.
Door	Not known at this time. However I expect we will develop county-specific information.
Eau Claire	This sounds like a duplication of effort and expenditures. We would develop materials only if we needed it due to unique circumstances.
Fond du Lac	We already have I&E activities for our programs. We will be willing to tailor our material to include Ag Performance Standards and Prohibitions. Cost, staff time available, and need will determine how much we do. I&E is important.
Grant	Probably will develop I & E materials, but would depend on how thorough and understandable state materials are. May take state's materials and customize for our county. Also, depends on staff time available to work on I & E materials. Existing staff has very limited time to administer rules at this point. (e-file) Depends on what state develops. May use theirs and adapt them to our county, or if we had extra staff, could make up our own. (hard copy)

Iowa	Will most likely modify general info and publish in newsletter. Also, will rely on UW-Extension.
Jefferson	Depends on current work load and available time
Juneau	We will use the materials the DNR & DATCP develop.
Kenosha	One of the key educational components of Kenosha County's LWRM plan is to provide information to agricultural producers on the environmental and economic benefits of nutrient management and erosion control, we plan to continue this educational function.
Lafayette	We would most likely develop materials that pertain to county information.
Langlade	Something the county can't do because of lack of funding and staff.
Manitowoc	Current ordinance has obtained compliance and remaining standards have good compliance across the board in the county.
Marathon	It will depend on the type of material the state supplies. We will customize some for our county use.
Marinette	If resources are available, we will support those local issues and priorities not addressed by state I&E materials.
Marquette	Limited budgets and limited staff
Ozaukee	We will first see what is available from the State.
Pepin	I will have to see the materials produced by the state first and then decide whether we need more I&E materials to properly inform the landowners of Pepin County.
Portage	Insufficient staff and not necessary if the State will be developing.
Price	No \$\$, no time, no need. (e-file) (No comments from hard copy survey)
Racine	Depends on the needs and if our staff of two finds time.
Richland	We just have to see what's needed
Rock	Rock County does not have the manpower to write/edit documents, brochures, or the like. If my memory serves me correctly, UWEX gets captured a great deal of money to facilitate the educational component of the non-point source program, (Robin Shepard's Crew) Since the system is in place to facilitate this issue, with all due respect to DNR, I ask that UWEX be considered the primary source of educational materials
Rusk	Unsure, depending on the contents of the information developed by the State.
St. Croix	Our department will be responsible to distribute information and educational material; however, I do not envision our department to have the time to develop educational material. There is a cost component for reproduction and postage—this needs to be a discussion point?
Sauk	Need to know what state might provide first. Would certainly use any we felt were appropriate.
Sheboygan	The DNR & DATCP have agreed to take the lead role in developing the I & E materials.
Waukesha	By the time we get to this, I would hope that we just need to adapt existing materials to local conditions.
Waupaca	We would customize them but we have no one to develop high quality materials---and they should be uniform statewide.
Waushara	How can we predict what supplemental materials we need when we don't know what DNR and DATCP will be providing? – I consider this a premature question.

B. Deliver information and education materials (via news media, newsletters, public information meetings and one-on-one contacts) as outlined in the County LWRM Plan.

Question 4: Will your County deliver to landowners I&E materials related to the objectives listed under Component 3A?

35 Yes	1 No	17 Some But Not All	8 Unsure
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County	If SOME, please describe which materials you would deliver and those you would not
Ashland, Bayfield, Douglas, Iron	(Answered "Yes" and "Some"; counted as "Some" based on comments) In partnership—county may need support
Buffalo	(Answered "Yes") Buffalo County already completes an annual newsletter that is sent to landowners of the county, we already make it a practice to write information news articles and send them to the local papers as conservation clippings, we have conducted county-wide landowner information meetings in the past, however attendance is not what we would like to see at this kind of meeting, and one-on-one contacts (site visits) with the conservation technicians and landowners are real popular in Buffalo County, and the best way to provide information to landowners of the county. In the office we have an area where we keep brochures about the counties programs. These are all things we already do and we will use current methods of providing information to landowners as a way of implementing I& E for NR-151.
Calumet	We will try to deliver as many materials as we can and in as many ways that we can with the limitations listed below.
Chippewa	We believe the State agencies should take partial ownership and convey the message via press releases, radio, T.V., etc.
Clark	Will not pay for reproduction costs or postage.
Fond du Lac	(Answered "Yes") As time permits.
Green	We would do the radio program and FSA newsletter submission. We would not do a newsletter ourselves due to postage reasons. 2200 farmers x \$0.37 = \$814 (this is not in our budget)
Iowa	As many issues related to 151/50 rules, it will depend on cost.
Jefferson	One that could easily be in the newsletter, hosted on our website, or other low cost dispersal methods.
Lafayette	Would need reimbursement for distribution, e.g. postage
Outagamie	(Answered "Yes") Information should be from "one" source so landowners are not confused by official information sent to them from multiple sources. We would be willing to deliver State material under our local name if that would work or provide additional information to the State for their distribution. We have some concerns over our costs.
Richland	We will probably do most of it but not newsletters
Rock	Rock County will deliver materials to a landowner that provide information to facilitate a landowners decision making capacity and/or materials that a landowner has requested.
Sheboygan	Will depend on material content, cost, etc.
St. Croix	Our office will offer to distribute information, as long as sufficient funding is allocated to offset the postage and reproduction costs.
Taylor	Depending on the format used, delivery of information and education materials to landowners and the general public can be quite expensive and time-consuming. We would agree to inform and educate our citizens in the most appropriate format and as funding and time allows.

Walworth	Presentations, door-to-door, web site
Washington	We will use and distribute any information that is accurate, well-designed and compels and assists landowners in complying with standards and prohibitions.

County	If “No”, “Unsure”, or “Some but not all”, please describe why.
Brown	Brown County will implement state standards that are consistent with existing County Ordinances: Animal Waste Management, Agriculture Shore land Management, Floodplains and Shore lands ordinance provisions related to Buffer Strips. All other work needed to conform to state standards will be conditional upon receiving staff funding from State of Wisconsin unless it is located in an active Priority Watershed Project (with staffing and cost share provided by state) and is an eligible practice.
Burnett	We probably will distribute I&E stuff but since we have no idea what the material will be, we will have to see the material before we agree to distribute it.
Calumet	Limited staff resources and funding for delivering materials (ex. – postage) may not allow us to deliver all of the materials to all affected producers.
Crawford	(Answered "Yes" and "Some"; counted as "Some" based on comments) Those enforcement measures that lie with other agencies would not be included in great detail
Dodge	We will include material in mailings and deliver in person; but we would expect the local UWEX office and other agencies to participate in delivery of I. & E. materials.
Eau Claire	Probably but not until materials are available and a timetable for their dissemination is established.
Grant	(Answered "Yes" on e-file and "Unsure" on hard copy; counted as "Yes" based on comments) Depends somewhat on the amount of money we receive through SWRM funding for adm. expenses because county budget is bare bones when it comes to postage/mileage. (e-file) Depends on staff availability (hard copy)
Kenosha	Due to budget constraints felt here in Kenosha County and Statewide it may not be possible for us to deliver education materials on a county-wide level. Kenosha County will make available I+E materials to landowners that are provided to us by the DNR or DATCP.
Langlade	Something the county can't do because of lack of funding and staff.
Marquette	Limited budgets and limited staff
Racine	Depends on the number of landowners that this information must be delivered.
Richland	We won't do a newsletter because we have no money for one
Rusk (last)	It depends on how the I & E component fits into the overall package.

LaCrosse Co.: No submission. New county structure; uncertain how will proceed

Lincoln Co.: No submission, but sent letter. Does not want to commit without additional information about state commitment and funding.

Menomonee Co.: Does not see need for ag performance standards (300 ac. classified as ag use; 0% soil erosion rate.

Pierce Co.: No submission, but sent letter. LCC not able to commit to implementation activities but willing to discuss future role.